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PRODUCTION

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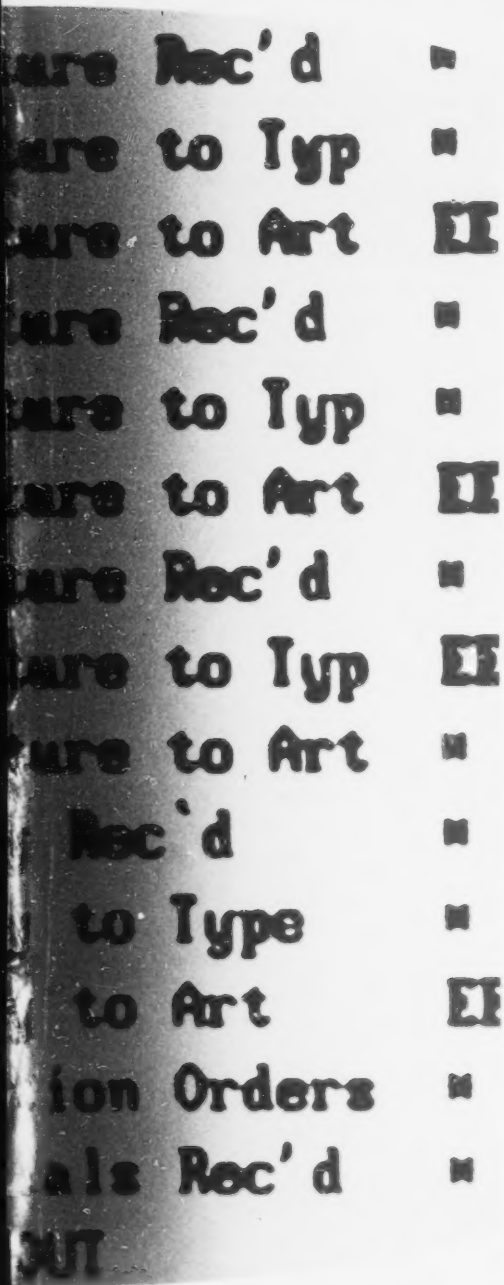

Software expedites production process

Help is on the way for weary production managers. New software speeds up scheduling, projects impact of missed deadlines, keeps track of ad sizes and colors, and aids in imposition planning. **118**

Living with unpredictability

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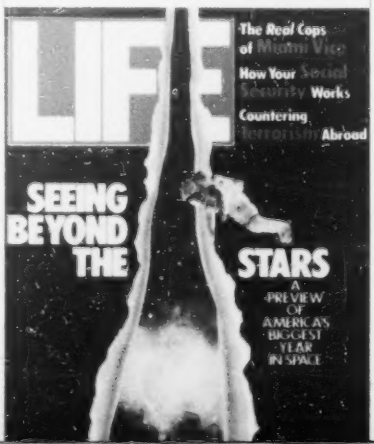
LIFE
The Real Cops of Miami Vice
How Your Social Security Works
Countering Terrorism Abroad
SEEING BEYOND THE STARS
A PREVIEW OF AMERICA'S BIGGEST YEAR IN SPACE

Your advertisers' *real* opinions

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Newsstand task force reveals sales boosting strategy

Joint wholesaler/ national distributor study group devises tests, presentation— and offers a challenge

Colorado Springs, Colo.—The single-copy task force formed last April by national distributor and wholesaler representatives has emerged with several proposals for combating the troubling newsstand sales slump.

The proposals encompass the concrete and the idealistic. But perhaps the most significant outcome is the apparent degree of cooperation between the wholesaler and national distributor communities.

Robert Sakarıassen, president of the wholesalers' Council for Periodical Distributors Associations (CPDA) and CBS Magazine Marketing President Robert Alexander, chairman of the national distributors' trade association IPDA, jointly presented the proposals and recommendations from the task force at a recent convention sponsored by the Mid-American Periodical Distributors Association (MAPDA), a regional wholesaler trade group.

20/20 vision

Most immediate among these proposals is a challenge for all wholesalers to increase sales in 1986 by 20 percent in the top 20 percent of their accounts —a program the task force has labeled "20%20"—by increasing display space, increasing title selection or by any other means which will produce the desired sales goal. To build momentum for the program, the task force intends to solicit promotion ideas from wholesalers and distributors and to track and publicize "success stories" throughout the year, Sakarıassen said.

Other planned projects include:

•The development of a presentation aimed at publishers to stress the value and inherent strengths of newsstand sales. A committee consisting of John Harrington, CPDA executive vice president; Franklyn "Lee" Rodgers, president of Warner Publisher Services; and Joseph Walsh, president of Curtis Circulation Co., has been appointed to gather facts and statistics and compile the presentation.

•A test to measure the sales impact of eliminating all subscription promotions within a defined geographic area and reinvesting the freed-up promotion dollars in single-copy sales promotion. Details of the test, including where it will be conducted and who will participate, have not been worked out yet. Publishers wishing to take part should contact either CPDA or IPDA.

•A test to measure the sales impact and costs of different levels of in-store service. Each IPDA member will work with one wholesaler to set up and measure an in-store merchandising test.

•Establishment of industry standards for coding and telecommunicating data. As various members of the distribution channel develop databases and telecommunications capabilities (IPDA and MAPDA have two such projects underway), standards must be developed so that information can be shared. The task force is developing such standards. It also plans to study all of the telecommunications projects now underway in order to find the most efficient ways to satisfy the industry's information needs.

•A program designed to encourage reading among young people is being coordinated by CPDA. Wholesalers are being asked to conduct pilot tests

Holidays given by publishers in '86

1986 holidays			% of companies giving holidays
New Year's Day	Wednesday	January 1	100%
Martin Luther King Day	Wednesday	January 15	17
Lincoln's Birthday	Wednesday	February 12	6
Washington's Birthday	Monday	February 17	69
Good Friday	Friday	March 28	25
Memorial Day	Monday	May 26	98
Independence Day	Friday	July 4	100
Labor Day	Monday	September 1	100
Columbus Day	Monday	October 6	27
Election Day	Tuesday	November 4	8
Veteran's Day	Tuesday	November 11	10
Thanksgiving	Thursday	November 27	100
	Friday	November 28	85
Christmas	Thursday	December 25	99
	Friday	December 26	74
New Year's Eve	Wednesday	December 31	42%

Average number of company holidays for 1986: 10*

*Some companies give other holidays not noted above (i.e. religious holidays, employment anniversary dates, or company-, magazine- or regional-specific holidays). These have been tallied into average number of company holidays when they fall on a fixed date.

***A survey of member publishers** by the Magazine Publishers Association's personnel committee reveals that besides the six basic holidays given by all or virtually all respondents (New Year's Day, Independence Day, Labor Day, Memorial Day, Thanksgiving and Christmas), most companies are creating four-day weekends for employees at Thanksgiving and Christmas. Washington's Birthday is far more apt to be designated a holiday than Lincoln's.*

Personal days

No. cos.	No. Days
12	1
34	2
17	3
1	4
8	5–7

***Of 113 responding MPA members**, 72, or 64 percent, offer personal days. Most offer two such days.*

in which off-sale copies of magazines will be distributed to schools for use in established reading programs.

In addition, the task force has worked with members of the Magazine Publishers Association's single-copy task force in getting the direct profit profitability (DPP) study off the ground (see FOLIO: November 1985, page 27). MPA has earmarked $400,000 for the study, while wholesaler groups have pledged an additional $100,000.□

Switching from newspaper to magazine mentality

L.A. Times Magazine hopes to combat negative reaction to early issues with the help of magazine pros

Los Angeles—Management at the *Los Angeles Times* is mustering its forces in an attempt to counteract criticism following the early issues of its much-touted *Los Angeles Times Magazine*. In so doing, the newspaper is turning to individuals with magazine backgrounds for help.

Bert Pucci, who retired last August as publisher of rival *Los Angeles Magazine*, was brought on board in the fall to serve as a consultant to the marketing department. Simultaneously, Michael Parrish was promoted from associate editor for news and features to editor of the Sunday magazine. Parrish has a mix of newspaper and magazine experience (freelancer for *Life, Smithsonian, California* and *Los Angeles* magazines; assistant editor of op-ed pages; and, later, associate editor for the *Los Angeles Times*).

Pucci says that early issues of the magazine, in his opinion, showed little focus or direction. "The problem, I think, is that the *Los Angeles Times* simply does not have a magazine mentality," he asserts. "With a newspaper mentality, you're writing for everybody; you're writing news," he continues. "A magazine mentality is different. You have to target your audience—pick out a certain segment of the market and concentrate on it. As the *Los Angeles Times Magazine* now looks, nobody can quite understand it. One week it appears aimed at 35–55-year-olds; the following week, it seems honed for a younger audience. This can be confusing, not only for readers, but for advertisers as well."

Pucci stresses that "there is no doubt that the Sunday *Times* is delivering the audience—the efficiency is fantastic." But, "If you can't get people to read the magazine, you are going to have a problem" with advertising in future months, he adds.

He says he isn't looking for any fanfare regarding his recent *Times* linkup; to date, the *Times* has cooperated in that regard. "I'm just there to consult with them on the complete package," he says. Ideally, he would like his marketing-initiated consultancy to carry over into editorial. But he adds, "I don't know if they [editorial and marketing] are allowed to interface."

However, the new editor, Parrish, says of Pucci's role: "I would like to think that that [editorial] is not where he will be lending his expertise."

As to which audience his magazine's editorial is designed to reach, Parrish says: "All of the *L.A. Times*'s readers. We are another section of the Sunday paper. A lot of people have misunderstood us. We're just part of the total package."

So far, so good with ads

Peter J. Delano, the magazine's advertising manager, acknowledges that ad pages have decreased since the premiere issue, but says that that is to be expected. "Our first issue was sold to capacity," he says. "We certainly didn't expect to continue that pace." In fact, in terms of advertising pages, Delano points out, the *Times* can regard the magazine as nothing less than a winner. "In the fourth quarter of last year, we carried 290 ad pages in our *Home* magazine [the newspaper's former Sunday magazine]." Ad pages in the *Los Angeles Times Magazine* were on their way to being double that number for fourth quarter 1985, as of late fall, he reports.

While *Home* was replaced on October 6, much of its editorial legacy—gardening, home and decorating features—lives on in the new magazine. In addition, the new magazine has been offering many—some say way too many—celebrity-oriented articles: a piece

***Over-emphasis on stars** and their hobbies flaws the* L.A. Times Magazine, *assert some critics. Others maintain that satisfying readers' fascination with celebrities comes with the territory.*

about actress Linda Evans; a "Q&A" with Harry Belafonte; an opinion piece by Steve Allen; and a look at fishing by one of the "Hill Street Blues" stars, to name a few.

A media director at a major ad agency in Los Angeles, who requested anonymity, says of the *Los Angeles Times Magazine*: "I think they'd better get their act together, or I, for one, will have a difficult time recommending them to clients."

Criticisms of the new magazine are also emananting from the quarters of *L.A. Weekly*, a 150,000 circulation weekly newspaper that is Los Angeles' answer to New York's *Village Voice*. In a recent editorial, *L.A. Weekly*'s editors contended that *Times* reporters are not allowed "to contribute anything of significance in their fields of expertise" to the pages of the new magazine. Even if the *Times* people were cut loose to take their best cuts, the 'people, places, pleasures, airline inflight formula' of the book wouldn't allow the good stuff in," they opined, characterizing the magazine as having "a general dullness and lack of excitement."

Parrish refutes *L.A. Weekly*'s comments on the input, or lack thereof, of *Times*'s staff members: "Many times, the editors of the other sections of the paper come to me with story ideas."

Meanwhile, executives at *Los Angeles Magazine*, who had been maintaining a cool attitude while waiting for the arrival of the *Times*'s new baby (see "*L.A. Times* experiment: Ad duel or teapot tempest?" FOLIO:, September 1985, page 21), are now ready to comment. D. F. Delle Monache, president of *Los Angeles Magazine* (he has also been wearing the publisher's hat since Pucci's departure), says he was disappointed in the first issue of the new rival to his magazine. "They didn't deliver what they promised," he says.

Delle Monache also asserts that the new magazine has had no effect on ad sales of his own publication. "Both the October and November issues of our book are very strong," he says. What of the fact that the *Times*'s Delano was also projecting extremely healthy November and December issues? "Naturally," says Delle Monache. "It's just before Christmas. Let's see what happens to them in January and February."

Not to play down what he sees as the magazine's problems with lack of focus and a newspaper mentality, Pucci nevertheless notes that the *Los Angeles Times Magazine*'s biggest obstacle may have been the overwhelming promotional heralding of its launch. "No magazine could live up to the promotion this one received over the course of many months," he says. "But it's easy to criticize, isn't it?"□

84% of monthlies delivered late

Publication delivery box score:
Monthly second class publications, July-September 1985

City	Better than USPS standard	Service standard	1-6 days late	Later
Composite average*	**4%**	**12%**	**62%**	**22%**
Boston (Area 021)	3	17	58	22
New York (Area 100)	0	14	56	30
Buffalo	2	5	70	23
Pittsburgh	2	4	68	26
Philadelphia	0	7	50	43
Washington, D.C.	5	8	59	28
Atlanta	10	23	51	16
Miami	20	29	44	7
Memphis	0	4	50	46
Cincinnati	9	16	64	11
Detroit	0	2	38	60
Milwaukee	4	11	69	16
Minneapolis	1	5	80	14
Chicago	0	4	78	18
New Orleans	0	0	87	13
Dallas	6	20	63	11
Houston	8	8	62	22
Denver	6	19	65	10
Los Angeles	5	9	55	31
San Francisco	10	24	47	19
Seattle	6%	20%	55%	19%

*Including other U.S. cities and SCFs not listed
Source: Red Tag News Publications Association, Inc.

The percentage of monthly second class publications delivered late increased to 84 percent in the third quarter of 1985, from 79 percent in the second quarter of the year, according to the Red Tag News Publications Association, Inc. Association monitors found that during the first quarter of the year 88 percent of monthlies were delivered late.

ABC elects officers

David K. Braun, director of media services for General Foods Corporation, has been selected as chairman of the board of directors of the Audit Bureau of Circulations (ABC). Elected in 1980 as a board director to represent U.S. advertisers, Braun was a vice chairman during 1984 and 1985.

Braun, who will serve a one-year term, succeeds Donald G. Goldstrom, vice president and director of advertising and marketing services at Armstrong World Industries Inc. Goldstrom, who had been chairman since 1983, will remain as a board director.

William S. Campbell, vice president and director of circulation, Hearst Magazines, was among the new vice chairmen elected to the board. He has served as a director representing publishers since 1974.

The magazine division re-elected Hugh Crocker, circulation director of TV Guide/USA and a board director since 1981, as a board representative. Robert E. Riordan, president of Family Media Inc., was chosen by magazine publishers to fill the seat formerly oc-